



Editorial Index — 1984

**Index of Marketing & Media Decisions for 1984,
arranged by subject and content, and including feature articles,
regular columns and departments**

ADVERTISING AGENCIES

Media and creative — a closer marriage — Creative people go to media earlier to get signals straight. Jan. p 58.

Agencies in '83; biggest did best — Medium-sized agencies will have to find means to expand if they expect to survive challenge from the big shops. Jan. p 91.

It takes two to tango — Henry J. Kaufman examines client/agency relations (first of three parts). Feb. p 59; part two — Mar. p 62; part three — April p 64.

Microcomputer's role in advertising — Herb Maneloveg examines role of the computer in agency future. May p 140.

Direct marketing hits the agencies — As the mass market breaks up, advertisers seek ways to sell individuals. June p 59.

Getting together is hard to do — Latecomer to the direct marketing scene, SSC&B has taken the plunge with the Frank Vos Co. June p 62.

Top 15 agencies involved in cable programming. June p 71.

The ad agency universe — A look at the number of employees. (Papazian-ATSI) Aug. p 98.

Agency compensation: Fee vs. Commission — Will an advertiser save money or lose service under a fee system? FS p 109.

Client conflict woes — as told from the

agency side — Agency execs question client claim that multiple accounts in the same product category jeopardize confidentiality. Oct. p 70.

Client conflict woes — as told from the **client side** — The clients tell it from their perspective. Nov. p 61.

A quartet of agencies tunes to separate global roles — How four agencies are positioning themselves to handle increased international business. Dec. p 43.

What agencies really think of global theory — Here are the stumbling blocks that curtail implementing a universal strategy. Dec. p 74.

AGENCY, ADVERTISER AND MEDIA PEOPLE

TVB honors crusading [Norman] Glenn. (NM) Jan. p 21.

RAB's new day — "If it works, don't fix it" — Bill Stakelin's job is keeping radio red hot as he succeeds Miles David. Jan. p 60.

Kostyra's credo: Find the white peas — Guest editor Richard Kostyra, J. Walter

ABBREVIATIONS

ATSI	As They See It	FU	Futures	NM	Newsmakers
AWSI	As We See It	GE	Guest Editorial	PB	Print Beat
BB	Broadcast Beat	HW	Homework	Q	Quotes
BtB	Business to Business Special	MB	Mailbag	SS	Spring Special
DC	D.C.	MED	Mediology	UP	Update
DM	Direct Marketing	NE	The New Electronics	VuPt	Viewpoint
FS	Fall Special	NIM	New in Media		

Thompson, describes some strategic and tactical uses of media that provide extra benefit through uniqueness. Feb. p 66.

An editor of distinction — Carroll J. Swan: 1914-1984 — On the occasion of his death. Mar. p 2.

High hopes for fledglings — Media tyros describe hopes and early experiences as they start careers. Mar. p 66.

A long search rewarded — Sandra Rifkin: new editor in chief of M&MD. May p 2.

The hotshots — Magazine mavericks — 13-30's founders Christopher Whittle and Phillip Moffitt give magazines a special interest. May p 62.

Tina's in Vogue at Vanity Fair — Vanity Fair takes Tina Brown as its third editor. She may just be Conde Nast's cup of tea. May p 72.

Wntd: mktg vp w/pckg gds. exper — Demand for marketing executives still going strong. (FU) June p 50.

Chutes and ladders in the media department — The traditional buyer/planner route to advancement is no more. June p 72.

A day in the life of Alec Gerster — What happens in the typical day of a media director. Sept. p 42.

NBC Radio's new president says 'all is well' — Randy Bongarten's biggest challenge is to convince advertisers that radio is a primary medium. Nov. p 72.

BUSINESS PUBLICATIONS/ BUSINESS-TO-BUSINESS

As simple as 1-2-3 — In less than a year Lotus Development Corp., combining first-class product and selling strategy, became the hottest software package. BtB p 22.

Young upstart in a \$500 million market for anti-ulcer medication — How Glaxo-Roche markets a strong product advantage in Zantac. BtB p 32.

Teaching computers to talk to phones — Rolm Corp. launched a multi-media blitz to take over market in telephone switching equipment. BtB p 38.

Pumping new life into old products — How Dow Corning breathes new life into them with a limited budget. BtB p 46.

No salesman should ever call on a stranger — Automatic Data Processing, Inc., paves the way for its salesmen with radio and print. BtB p 50.

When your only customer is the Federal Government — It's no easy job to advertise to one customer. Here's how McDonnell Douglas does it. BtB p 58.

"3M hears you" — Being a good listener pays off — How 3M promotes tens of thousand of products under one corporate image. BtB p 62.

Piggyback ride on the Orange Blossom Special — A glamorous old train and hard sell advertising helps Seaboard Systems Railroad woo Florida growers back to the rails. BtB p 68.

The future . . . without the shock — Exxon Office Systems used cartoons to calm fears that office systems would become obsolete. BtB p 74.

Out of sight — yet top of mind — Barksdale Controls concentrates in a select list of industrial publications to reach design engineers. BtB p 80.

Showing industry how to save energy — How Foxboro Co. tells this story to a wide range of industries. BtB p 84.

Charlie Chaplin is alive and well — The "little tramp" helps dispel IBM's ivory tower image and makes the company more human. BtB p 88.

What do you do with a high quality, no profile company? — Research told Cambro Mfg. Co what was wrong. A new ad and sales promotion strategy made the company a winner. BtB p 96.

Canon catapults ahead in new copier sales — Canon (via Jack Klugman) corners the copier market with a well-planned ad and marketing campaign. BtB p 102.

Don't let the microchips fall where they may — American Microchips, Inc., spends \$1 million to change image relying heavily on copy testing. BtB p 108.

Booming business press plans small cost push — Healthy business means modest increases for advertisers. FS p 73.

Business paper shootout headed for New York — Three business publications compete in the New York market. Oct. p 62.

"As they see it" columns on business publications and business-to-business by:

Marie Kachinski — The danger of de-personalization — It would be a pity if the human contact was removed from the business of business publishing. Jan. p 82.

John Ashby — Utilizing the "800" number — Be sure your client gets an "800" number that he can use in all his ads. Feb. p 102.

Lance P. Nelson — How to avoid new product blues — There are no hard-and-fast answers but there are rules. Mar. p 98.

Janice Clements — Consumer look for business press — How the business press has revitalized its product. Sept. p 92.

CABLE TELEVISION

(Feature articles only — see subject index for lesser items)

Can cable stem tide of disconnects? — It's a worry when 27% of subscribers can-

Brand reports and special features

Following, with single-word references, are the issue and page numbers of the brand reports and special round-up features.

Top 200 Brands — July p 49
Newspaper ad leaders — June p 117

Advertising agencies in '83 — Jan. p 91

Advertorials — Mar. p 70
Affiliate switches — Mar. p 57
Agency/client conflicts — Oct. p 70, Nov. p 61

Agency/client relations — Feb. p 59, Mar. p 62, Apr. p 64

Automobiles — May p 145

Barter — Feb. p 64
Business magazines — Oct. p 62
Business to business — BtB Special

Cable outlook/Scorecard — Feb. p 115

Cigarettes — Dec. p 99
Computer software — Nov. p 143
Computers — Oct. p 157, Nov. p 52
Contemporary Hit Radio — Apr. p 76
Cookies — Aug. p 54
Cosmetics — Mar. p 129

Direct marketing — June p 59

Electronic mail — Oct. p 134

Financial services — Sept. p 133
Fitness market — Mar. p 60

Global marketing — Dec. p 34-136

Hair care — July p 38
Health care — June p 64
Home furnishings — June p 143

Independent tv stations — Sept. p 62

Jewelry — Apr. p 123

Licensing — Sept. p 72

Magazine changlings — Jan. p 54
Media costs — FS p 8-120
Media in '83 — Jan. p 97
Motion pictures — Jan. p 64

Office automation — Jan. p 103

Personal computers — Oct. p 157
Pharmaceuticals — Aug. p 87

Soft drinks — Feb. p 135
Split 30's — Aug. p 41
Spokespersons — Sept. p 64
Standard Advertising Units (SAU's) — Jan. p 50, July p 206

Teen age market — July p 42

VCR's — Sept. p 48
Videotex/Teletext-Feb. p 72 (1983-
Nov. p 64, Dec. p 60)

Watches — Apr. p 123

cel after finding fare wanting. Jan. p 52.

An up and down year for media — How cable fared in 1983. Jan. p 100.

Videotex advantage — Who wants it, for what, and why. Part 3 — Feb. p 72 (Part 1 — Nov. '83, p 64; Part 2 — Dec. '83, p 60).

Agencies up ante by 30% — New life is being breathed into ad-supported cable and that means ad dollars. Feb. p 115.

Cable's 1984 outlook — FCB's Blaine taps industry's collective wisdom. Feb. p 120. Also: **Scorecard** showing cable activity in top 20 agencies. Feb. p 126.

How top cable nets win advertisers — Despite hard times, some cable networks are on the profile trail. Mar. p 76.

Get ready for the video generation — Guest editor Steve Fajen predicts the electronic media future. Apr. p 59.

Anheuser-Busch sells cable — Beer giant puts its Sports Time cable network on sale but where are the takers. Apr. p 72.

Interpreting the cable tv rating surveys — Commercial cable networks are not going to challenge ABC/CBS/NBC dominance. (MED-Papazian) Apr. p 84.

Waiting for the connection — A system of interconnects will make the cable buy easier and it is on the way. May p 78.

Advertisers try do-it-yourself cable — Many marketers are trying their own hand at cable production. June p 70.

Cable's troubles pale next to DBS and MDS — The real sticklers facing agencies are the problems faced by DBS and MBS. Aug. p 51.

Costs up but cable is still a good buy — Agencies and analysts look at what is precipitating cable cost hikes. FS p 45.

"Must carry" round robin continues. It seems that the debate on "must carry" will continue. (DC) Oct. p 24.

Videotex: now, later or never — Agencies cite slow subscriber growth but analysts are optimistic. Oct. p 56.

Mining the local ad nuggets — Local cable is a great way to make profits; lack of research and startup costs are the glitches. Nov. p 57.

"As they see it" columns on cable tv by:

Allen Banks — "Global villages" mean changes — Coming growth of communications satellites means more cable channels and program choices. Jan. p 84.

Ned Gelband — Talking their way to the next step — Another look at the state-of-the-art of satellite-to-homes video/data transmission (DBS). Feb. p 106.

Ron Kaatz — Why informational is a good bet — What we learned about Cableshop. Mar. p 102.

Barry Kaplan — The Ted Bates 5% cable solution update — Nielsen data show the Bates plan was right. May p 102.

Beverly O'Malley — Who gets called for cable avails? — Besides numbers, what are the key factors in buying network cable. June p 90.

Richard Kostyra — Will pay stay commercial free? — It is improbable that a pay service would move over to commercials. July p 173.

Ned Gelband — Cable must overcome expansion handicaps — A lot of factors come to the fore. Aug. p 110.

Beverly O'Malley — Cable at its best — How cable moved in when the "big" nets questioned its merits. Oct. p 114.

DIRECT MARKETING

There is nothing fuzzy about The Shaper Image — Richard Thalheimer, president, The Shaper Image, tells how much more there is to catalog selling than mailing books. SS p 35, also May p 110.

Direct marketing hits the agencies — Major agencies find direct marketing expertise necessary in highly targeted marketing segments. June p 59.

Getting together is hard to do — Late-comer to the direct marketing scene, SSC&B has taken the plunge with The Frank Vos Co. June p 62.

Direct marketing earns its place — Not a backroom operation selling once-in-a-lifetime offers. (AWSI) June p 80.

Catalogers face expense explosion — Paper and postage costs are the big hurdles in 1985. FS p 101.

Neither snow nor rain halts electronic mail — Many companies are investing in computer sent mail. Oct. p 134.

"As they see it" columns on direct marketing by:

Carl P. Bloom — Use print to prospect for names — The pressure to explore new universes has led to new ways of using print and tv. June p 94.

William Morrissey — What the computers can do for marketers — Direct marketers have recognized their role. Nov. p 102.

GOVERNMENT REGULATION

Oklahoma ban worries industry — Oklahoma's ban on liquor advertising poses a worry to alcoholic beverage advertisers. (DC) Jan. p 33.

Sony, time-shifting and modern times — Supreme Court decision on copyrights and royalties for VCR/VTR use. (DC) Mar. p 24.

Monitoring the media: Nets' use of projections — Criticism has been levelled at the way television covers political news. (DC) Apr. p 46.

MAGAZINES

Image revision for magazines — Some magazines upgrade audience by changing editorial formats. Jan. p 54.

An up and down year for media — How magazines fared in 1983. Jan. p 99.

When once isn't enough — Use of consecutive pages in magazines gains momentum. Feb. p 62.

Magazine audience measurements — Isn't it time for a review and appraisal of the syndicated readership studies. (MED-Papazian) Feb. p 82.

A long race for fitness marketers — Health and fitness magazines are gaining in circulation and ad dollars. Mar. p 60.

How effective are advertorials? Are readers reading? Are advertisers getting their money's worth? Mar. p 70.

Magazine Mavericks — 13-30's founders, Christopher Whittle and Phillip Moffitt, give magazines a special interest. May p 62.

Consumer magazines ask for 7% rate hike — Conservative increases expected to help maintain ad growth. FS p 59.

1984's magazine circulation picture — Circulation shortfalls are seldom as serious as feared. Oct. p 148 (Letter Dec. p 28).

Are our print media going global? It is the upscale magazines that are vying for overseas readers. Dec. p 78.

"As they see it" columns on magazines by:

Hal Katz — The advantages of narrow-casting — Magazines like American Health are rising to the challenge of audience selectivity. Jan. p 74.

Paul Zuckerman — A matter of issues — Some of the more salient that continue to pervade the magazine business. Feb. p 94.

Arthur J. Molesphine — What about the clutter problem? — Loss of visibility is not only a tv problem. Mar. p 92.

Alan Karo — Developing corporate identity — How Beatrice Foods utilized its brands to leverage the corporation. Apr. p 98.

Deborah Solomon — Foreign circulation — Remain aware of the amount of foreign circulation and if it is included in the rate base. June p 100.

Paul Zuckerman — The difference between selling and marketing — Why don't magazine salesmen position themselves as marketing partners? July p 171.

Anna Fountas — Magazine simulation: A "post-analysis" — A review of simulated numbers with subsequent SMRB data shows an overstated situation. Sept. p 80.

Hugh O'Brien — Magazine ad revenues up over 14% — All around cooperation led to the comeback of magazines in the advertising picture. Nov. p 92.

John Meskil — Magazine forecast — 1985 will be about the same as 1984 but some emerging patterns could cause trouble. Dec. p 94.

MARKETING

AT&T biggest explaining job — Guest editor Jim Brunson tell how it is explaining the new setup to the public. Jan. p 56.

Jim Thompson tells how Philip Morris hits the top — Adperson of the Year plaque to Thompson. Jan. p 62.

Audience segmentation hits Hollywood — The movie industry has found audience segmentation in a big way. Jan. p 64.

L&M lights up again — Liggett & Myers repackagings, introduces new brands in return to cigarette wars — Feb. p 68.

Do you know your consumers? — Myth of the mass market wanes in face of new approach to demos and segmentation. Feb. p 76.

A long race for fitness markets — Even cigarette and beverage marketers are tying into fitness as a lifestyle to sell against. Mar. p 60.

GM lets George do it — Guest editor John McNulty explains why GM corporate sponsors miniseries. Mar. p 68.

Kaypro's KO punch — price plus software — In-box software, low prices made Kaypro a computer success. Mar. p 72.

Kodak invades home video — Introducing a third VCR format, Kodak tries to recoup home movie market. Mar. p 74.

Diet Coke takes aim at number two — How Coca-Cola is trying to get Pepsi's number two spot. Apr. p 62.

P&G squeezes orange juice market — Citrus Hill debut makes it a new game for Tropicana and Minute Maid. Apr. p 68.

Dogfight for business travellers — Midway and Braniff go after the business man with a vengeance. Apr. p 70.

Admiral's one-shot television punch — Appliances with pizzazz get upscale positioning in comeback effort. Apr. p 110.

New targets for General Foods — Guest editor Kent Mitchel applies segmentation to mass marketing. May p 66.

Beatrice make-over — How Beatrice Foods is revamping its image. May p 74.

A segmentation approach to the market — Research orientation is needed to bring meaningful segmentation to black and

Hispanic markets. (VuPt-Benn) May p 134.

Direct marketing hits the agencies — As the mass market breaks up, advertisers seek ways to sell individuals. June p 59.

Health care moves to Madison Avenue — A doctor glut and high medical costs have the profession advertising its services. June p 64.

Taco Bell targets mainstream America — PepsiCo division is out to convince fast food fans that it matches McDonald's. June p 66.

15 top marketing successes of 1983 —

Campbell Soup	SS p 25
The Sharper Image	SS p 35
Panasonic Co.	SS p 41
Amtrak	SS p 47
Old Milwaukee (Stroh)	SS p 53
Cosmair Cosmetics (L'Oreal)	SS p 59
Coca-Cola USA	SS p 65
American Broadcasting Co.	SS p 71
American Motors	SS p 77
Riunite	SS p 85

Lorillard Div. (Loews)	SS p 89
Calvin Klein Industries	SS p 95
Brown-Forman (Canadian Mist)	SS p 101
Maytag Co.	SS p 109
Coleco Industries	SS p 115

(Cabbage Patch)
Fuji snaps at Kodak — Japanese photo giant uses Olympics to win bigger share of U.S. market. July p 32.

Under siege, cigarette marketers fight back — Guest editor Tom Lau, Lorillard, explains the difficulties. July p 34.

A messy tangle with the hair care market — New brands have expanded budgets and shorter life cycles. July p 38.

Stroh breaks beer baron monopoly — Network tv sports sponsorship is finally available to Stroh after long legal travail. July p 40.

Marketing to teens: All talk, no action — Marketers are missing a segment that is about as fickle in brand loyalty as it is affluent. July p 42.

Advertiser/agency case histories

AT&T — Jan. p 56
Admiral Corp. — Apr. p 110
Alberto-Culver Co. — Jan. p 47
American Greetings Co. — Sept. p 175
American Broadcasting Co. — Mar. p 57, SS p 71
American Microchips, Inc. — BtB p 108
American Motors Corp. — SS p 77
American Tobacco Co. — Dec. p 99
Amos' Cookies — Aug. p 56
Amtrak — SS p 47
Anheuser-Busch Tele-Comm. — Apr. p 72
Apple Computers — Nov. p 52
Arbitron Ratings Co. — Apr. p 74
Elizabeth Arden — Oct. p 142
Audit Bureau of Circulations — Jan. p 70
Audits of Great Britain — Apr. p 74
Automatic Data Processing, Inc. — BtB p 50
Avon Products, Inc. — Nov. p 68
NW Ayer — Dec. p 74

BBDO — Dec. p 52
Barksdale Controls — BtB p 80
Ted Bates & Co. — Dec. p 74
Beatrice Foods — Apr. p 98, May p 74, Sept. p 156
BehaviorScan — Nov. p 76
Blair Television — Feb. p 64
Braniff Airways — Apr. p 70
Brown-Forman — SS p 101
Brown & Williamson — Dec. p 99
Burdine's — June p 152
Business Week — Feb. p 18, Mar. p 70

CBS — Mar. p 57, Dec. p 58
Cablesop — Mar. p 102, Aug. p 34
Calvin Klein Industries — SS p 95
Campbell Soup Co. — SS p 25, Aug. p 36
Cambro Co. — BtB p 96
Canadian Mist — SS p 101
Canon USA — BtB p 102
Chi-Chi — June p 68
Chro-Matics — Oct. p 142
Chrysler Corp. — May p 145, Oct. p 25
Citibank — Sept. p 133

Citrus Hill (P&G) — Apr. p 68
Coca-Cola — Feb. p 137, Apr. p 62, SS p 65
Coleco Industries — SS p 115
Columbia Pictures — Aug. p 44, Dec. p 58
Cosmair Cosmetics — SS p 59
Crush-Hires — Feb. p 141
Cuisine — Nov. p 34

Data General — Jan. p 110, Dec. p 135
David's Cookies — Aug. p 56
DeBeers — Apr. p 138
Digital Equipment Corp. — Jan. p 108
Dr Pepper — Feb. p 140
Dow Corning — BtB p 46
Doyle Dane Bernbach — Dec. p 74
Duncan Hines — Aug. p 54

Esquire Magazine — May p 62
Exxon Office Systems — BtB p 74

FASTRAC — Nov. p 76
Mrs. Fields Cookies — Aug. p 56
Foote, Cone & Belding — Dec. p 54
Ford Motor Co. — May p 145
Foxboro Co. — BtB p 84
Frito-Lay — Aug. p 54
Fuji Photo Film Co. — July p 32

General Foods Corp. — May p 66
General Motors Corp. — Mar. p 68
Glaxo-Roche — BtB p 32
Grandma's Cookies — Aug. p 54
Grey Advertising — Dec. p 74

Hewlett-Packard — Jan. p 108
Honda — May p 162

IBM — Jan. p 106, BtB p 88
Information Resources Inc. — Nov. p 76
Interactive Marketing System — Feb. p 75, May p 70
Intercept — Feb. p 70
International Gold Corp. — Apr. p 139

S. C. Johnson — Dec. p 135

Is new campaign the solution to Miller High Life? — Miller Brewing goes on agency search as sales lag. Aug. p 38.

Coke means clout for Columbia Pictures — Many marketing possibilities unfold as Columbia taps Coca-Cola's resources. Aug. p 44.

How the cookie crumbles — P&G and Frito Lay are nibbling at Nabisco's empire. Aug. p 54.

Ailing Levi's stitches together a new strategy — Troubled garment maker's new campaign to halt shrinkage of sales dip is backed with \$150 million budget. Aug. p 58.

VCR's: Ogre or opportunity — Video cassette recorders are changing the way consumers are watching tv. Sept. p 48.

Seagram blankets the wine spectrum — How Seagram hopes to turn its buy of Coke's Wine Spectrum into profits. Sept. p 54.

Can celebrities really sell products? —

A celebrity spokesperson is not a sure winner in effort to achieve image. Sept. p 64.

Penney's puts on makeup and new clothes too — J. C. Penney seeks a luxurious image with an upscale campaign. Sept. p 68.

A new license for marketers — Licensing a character is a way to beat the high cost of production. Sept. p 72.

Marketers fuel promotion budgets — Sales promotion techniques — coupons, sampling, sweepstakes — are getting more attention. Sept. p 130.

NutraSweet's souring saga — G. D. Searle is facing challenges from cyclamates and health groups. Oct. p 67.

Consumers welcome in-store couponing — Two new services are dispensing coupons from devices in supermarkets. Oct. p 78.

Neither snow nor rain halts electronic mail — Electronic mail is here with multimillion budgets. Oct. p 134.

Color by numbers — Women are now asking computers for an evaluation of make-up products. Oct. p 142.

PC makers' fourth R: Reaching educators — The education system is a wide open field for computer makers. Oct. p 176.

Apple fighting furiously to stay number two — Guest editor John Sculley tells of unusual marketing techniques to offset competition from IBM. Nov. p 52.

A troubled Avon knocks at several new doors — Avon is moving to alternative distribution methods. Nov. p 68.

Computers in marketing: Simplifying the chores — Three companies are offering systems to help shorten time for marketers. Nov. p 136.

Taking a hard look at where global marketing is going — Panel discussion of the current issues involved in global marketing. Dec. p 34.

A quartet of agencies tune to separate global notes — How each is positioning itself to handle increased international business. Dec. p 43.

U.S. programmers face off for global challenge — U.S. programmers are looking for new sources of revenue: maybe multinational advertisers. Dec. p 56.

Brand Reports — 1983

Automobiles	May p 145
Cigarettes	Dec. p 95
Computer software	Nov. p 143
Cosmetics	Mar. p 129
Financial services	Sept. p 137
Home furnishings	June p 143
Jewelry	Apr. p 127
Office automation	Jan. p 103
Personal computers	Oct. p 157
Pharmaceuticals	Aug. p 87
Soft drinks	Feb. p 135
Watches	Apr. p 123

Business-to-business case histories:

Lotus	BtB p 22
Glaxo-Roche	BtB p 32
Rolm	BtB p 38
Dow Corning	BtB p 46
Automatic Data Processing	BtB p 50
McDonnell Douglas	BtB p 58
3M Co.	BtB p 62
Seaboard System Railroad	BtB p 68
Exxon Business	BtB p 74
Barksdale	BtB p 80
Foxboro	BtB p 84
IBM	BtB p 88
Cambro	BtB p 96
Canon	BtB p 102
American Microchips	BtB p 108

"As they see it" columns on marketing by:

Dawn Sibley — Media planning — A discipline — Many decisions made in me-

Mary Kay Cosmetics — Mar. p 136
Kaypro Corp. — Mar. p 72
Keebler Cookies — Aug. p 54
Eastman Kodak Co. — Feb. p 66, Mar. p 74
Kraft Foods — Nov. p 130

Leading National Advertisers — Feb. p 75
Leisure Market Radio — July p 44
Lexington Broadcasting — Feb. p 64
Liggett Group — Feb. p 68, Dec. p 99
Liggett & Myers — Feb. p 68, July p 34
Lotus Development Corp. — BtB p 22
Lorillard — SS p 89, July p 34, Dec. p 99

Magic Chef — Apr. p 110
Manhattan Inc. — Oct. p 62
Maytag Co. — SS p 109
McCann-Erickson — Dec. p 43
McCollum/Spielman — Aug. p 41
McDonnell-Douglas Corp. — BtB p 58
McGavren Guild — Feb. p 70
The Media Connection — Aug. p 66
Media General Bdcst. Service — Oct. p 195
Merrill Lynch — Sept. p 133
Midway Airline — Apr. p 70
Miller Brewing — Aug. p 38

NBC — Mar. p 57
Nabisco Brands — Aug. p 54
Nashville Network — Mar. p 76
National Assn. of Broadcasters — June p 76
New York CityBusiness — Oct. p 62
New York Business — Oct. p 62
New York Daily News — Nov. p 64
Nickelodeon — Mar. p 76
A. C. Nielsen Co. — Apr. p 74, Nov. p 76
NutraSweet — Oct. p 67

Ogilvy & Mather — Dec. p 74

Panasonic — SS p 41
J. C. Penney — Sept. p 68
Pepsi-Cola — Feb. p 138, Apr. p 62
Perception Research Service — May p 164
Philip Morris — Jan. p 62, Dec. p 99
Procter & Gamble — Apr. p 68, Aug. p 54

Prudential-Bache — Sept. p 133

RKO Radio — Feb. p 70
Radio Advertising Bureau — Jan. p 60
Resort Network — July p 44
R. J. Reynolds Co. — July p 34, Dec. p 99
Riunite — SS p 85
Rolm Corp. — BtB p 38
Rome Reports — Feb. p 75

SSC&B — June p 62, Dec. p 74
Seaboard System Railroad — BtB p 68
Joseph Seagram & Co. — Sept. p 54
G. D. Searle (NutraSweet) — Oct. p 67
Sears, Roebuck — Sept. p 133
The Sharper Image — SS p 35, May p 110
Shearson Lehman/American Express — Sept. p 133
Shiseido — Oct. p 142
Stroh Brewing — SS p 53, July p 40

TDI/Winston — Aug. p 66
Taco Bell — June p 66
Telescan — Oct. p 76
Telmar — May p 70
13-30 Corp. — May p 62
J. Walter Thompson — Dec. p 49
Those Characters from Cleveland — Sept. p 175
3M Corp. — BtB p 62
Toyota — May p 161

USA Today — June pp 72, 96, Sept. p 146

Vanity Fair — May p 72
Volkswagen — May p 161
Frank Vos. Co. — June p 62

Wang Laboratories — Jan. p 107
Weather Channel — Mar. p 76
Wine Spectrum — Sept. p 54

Xerox Corp. — Jan. p 109

Young & Rubicam — July p 201

Ziff-Davis Publishing — Nov. p 34

COVER SUBJECTS — 1984

January	James L. Brunson, corporate vp, advertising services, American Telephone & Telegraph Co.
February	Richard Kostyra, senior vp, media director, J. Walter Thompson Co.
March	John McNulty, vp public relations, General Motors Corp.
April	Steve Fajen, senior vp, media director, Compton Advertising
May	Kent Mitchel, vp marketing services, General Foods Corp.
June	Frank Vos, chairman, creative director, Frank Vos Co. Kenneth Robbins, chairman, ceo, SSC&B
July	Tom Mau, vp, advertising/brand management, Lorillard Div, Loews Theatres
August	Francis T. Vincent, chairman, ceo, Columbia Pictures Industries
September	Alec Gerster, executive vp, director media/programing, Grey Advertising
October	Gordon Link, director, USA media services, McCann-Erickson USA
November	John Sculley, ceo, Apple Computers, Inc.
December	Theodore Levitt, professor business administration, Harvard University Allen Rosenshine, chairman, ceo, BBDO, Inc. Barry Day, vice chairman, director professional client services, McCann-Erickson Walter O'Brien, vice chairman, director multinational client services, J. Walter Thompson Co. Edward Roncarelli, president, multinational business group, Foote, Cone & Belding

dia planning are based upon judgment and cannot be quantified. Feb. p 108.

David C. Lehmkuhl — Segmenting not marketing — Some of the weaknesses in the thinking that a small audience is indicative of a segmented market. Mar. p 88.

Larry Brewster — One-step marketing analysis — How a manufacturer can analyze a customer's market. Apr. p 94.

David C. Lehmkuhl — The failure of marketing research — Research services fail to provide us with suitable information. May p 88.

Dawn Sibley — Establishing a media budget — A formula for one of the most crucial tasks a marketer faces. July p 166.

Fred Posner — Brand equity erosion is killing profit margins. Sept. p 84.

Norman Brown — Marketing, advertising and the Bermuda Triangle — The three forces that come into play in the creative process. Oct. p 124.

MEDIA BUYING

Media and creative — A closer marriage — Creative people go to media people earlier to get signals straight. Jan. p 58.

Audience segmentation hits Hollywood — Sneak previews and trailers give movie makers an advance notion of which audience will be receptive. Jan. p 64.

Media and creativity — It's time for media people to show that real creativity

can come from where we spend our money. (MED-Papazian) Jan. p 72.

The advantages of narrowcasting. (ASTI-Katz) Jan. p 74.

An up and down year for media — How media fared in 1983. Jan. p 97.

When once isn't enough — Use of consecutive pages in magazines gains momentum. Feb. p 62.

Kostyra's credo: Find the white peas — Richard Kostyra, JWT, looks for ways to make advertising stand out. Feb. p 66.

Media planning — A discipline — Many decisions made in media planning are based upon best judgment and cannot be quantified. (ATSI-Sibley) Feb. p 108.

Suburban papers add to metro buy — Media planners should investigate the use of local newspapers in conjunction with a metro buy. (ATSI-Spazari) Mar. p 86.

Software breakthrough — Software for media planning comes of age (IMS/Telmar). May p 70.

Waiting for the connection — A system of interconnects will make the cable buy easier — and it's on the way. May p 78.

The case for localizing local media — Local's place in the national media plan. May p 176.

Which medium is the toughest to buy? (MED-Papazian) June p 84.

Who gets called for cable avails? Besides numbers, what are the key factors in buying network cable. (ATSI-O'Malley) June p 90.

Foreign circulation — Remain aware of the amount and whether it is part of the rate base. (ATSI-Solomon) June p 100.

Can geodemographics simplify media planning? — Geodemographics and audience research data provide a new micro-computer base for planning. Aug. p 66.

VCR's: Ogre or opportunity — VCRs are changing the way consumers watch tv, giving advertisers a headache. Sept. p 48.

Impact: Breaking through the clutter — A few approaches that feel comfortable. (ATSI-Sibley) Oct. p 108.

The NAB's "Can Do" program — Planning a newspaper campaign is a complex process. (ATSI-Twyon) Oct. p 116.

Key trends and needs in network tv planning. (ATSI-Gray) Oct. p 122.

Barter: Have I got a deal for you — Exchange of goods and services can benefit cash flow. Oct. p 195.

MEDIA DEPARTMENTS

Media and creative — a closer marriage — Creative people go to media people earlier to get signals right. Jan. p 58.

High hopes for fledglings — Media tyros describe hopes and early experiences as they start careers. Mar. p 66.

Who says buying space need be dull? Description of advanced data base developed by DDB, Knight-Ridder and Story & Kelly-Smith. (NIM) May p 52.

Software breakthrough — Software for media planning finally comes of age — list of available software programs. May p 70.

Automating Madison Avenue — The media department can particularly benefit from media technology. (MED-Goldis) May p 84.

Microcomputer's role in advertising — Herb Maneloveg examines role of computers in agency future. May p 140.

Chutes and ladders in the media department — The traditional buyer/planner advancement route is no more. June p 72.

Regaining our momentum — Four ideas on how to keep the media department moving. (MED-Lehmkuhl) July p 161.

McCann's link to the future — Gordon Link, McCann-Erickson's media director, is outspoken about his plans. Oct. p 64.

MEDIOLOGY

Media and creativity — It's time to show that real creativity can come from how and where we spend our money. (Maneloveg) Jan. p 72.

Magazine audience measurements — Isn't it time for a review and appraisal of the syndicated research studies. (Papazian) Feb. p 82. (Retort — Apr. p 30).

How do liquor marketers advertise?

Liquor advertisers should seek out new ways to advertise. (Maneloveg) Mar. p 84.

Interpreting the cable tv ratings surveys — Commercial cable networks are not going to challenge the dominance of the big three. (Papazian) Apr. p 84.

Automating Madison Avenue — The media department can benefit from computer technology. (Goldis) May p 64.

Which medium is toughest to buy? — An inside look at what goes into buying the various media. (Papazian) June p 84.

Regaining our momentum — Four ideas on how to keep the media department on the move. (Lehmkuhl) July p 161.

The ad agency universe — It's smaller than you think — A look at the number of people working in ad agencies. (Papazian) Aug. p 98.

The trouble with split 30's — There is a risk in all reverting to this buy. A look back in time buying. (Maneloveg) Sept. p 78.

Don't groan when you can grunt — Pro wrestling: an appraisal of its merits as a buy. (Papazian) Oct. p 106.

"Fool's gold" for marketers — Demographics are marketing's version of fool's gold. (Lehmkuhl) Nov. p 80.

Must reading for media planners — The trade press reflects the state-of-the-art as it evolves, sometimes haltingly, but ever forward. (Papazian) Dec. p 88.

NEWSPAPERS

Newspapers byte on SAU reprogram — Newspapers prepare to shift from lines to inches by July 1, 1984. Jan. p 50.

Audit Bureau of More-Than-Circulations? Newspapers are ready to accept syndicated research and they have two good researchers ready. (AWSI) Jan. p 70.

An up and down year for media — How newspapers fared in 1983. Jan. p 98.

The Newspaper Preservation Act needs rewriting — The act is not fulfilling its purpose to preserve more than one editorial voice in a community. (AWSI) Feb. p 80, also Feb. p 2.

Good news — bad news — Newspapers are providing significant improvements making them more competitive. (ATSI-Blumer) May p 100.

No cheers yet for USA Today — The signs look good but a few obstacles remain. June p 72.

1983 Newspaper ad leaders. June p 117.

At last — It's D Day for SAU's — Standard Advertising Units in inches become the space buying measure this month. July p 206.

USA Today invades International

Herald Tribune turf. Gannett goes in for journalistic colonialism with a European edition. Sept. p 146.

Newsprint will up the cost of newspapers by 8% — But SAU's will cut the paperwork. FS p 83.

Daily News tries to find its way — New management team is trying to combat a loss of identity and circulation. Nov. p 64.

"As they see it" columns on newspapers by:

Ray McArdle — Newspapers in state of transition — Observations and comments, positive and negative, on the newspaper medium. Feb. p 92.

Tom Spasari — Suburban papers add to metro buy — Media planners should investigate the use of local newspapers in conjunction with a metro buy. Mar. p 86.

John Meskil — 1984 — a year of golden opportunity — The newspaper industry is making a concerted effort to obtain more ads from national accounts. Apr. p 88.

Dick Bogash — Black & white and free all over — Free circulation newspapers are much favored by small advertisers because of low cost, coverage and co-op dollars. May p 94.

Richard Kostyra — Survival rate for USA Today — Answers to questions about the prospects for USA Today. June p 96.

Hugh O'Brien — A new page in the history of newspapers — Newspapers are reacting to the demands of national advertisers. July p 170.

Jane Twyon — The NAB's "Can Do" program — Planning a newspaper campaign is a complex process. Oct. p 116.

Donna Campanella — The black and white blues — National newspapers have changed the buying atmosphere. Nov. p 98.

Michael E. Beinstock — Where are the newspaper reps? — When the industry really gets down to selling, the medium might be considered more often. Dec. p 91.

PREVIOUS INDICES

Following are issue dates for indices of earlier years' editorial material:

1983	February 1984
1982	February 1983
1981	February 1982
1980	February 1981
1979	May 1980
1977-78	March 1979
1976	April 1977
1975	February 1976
1974	May 1975
1973	May 1974
1972	April 1973
1971	March 1972
1970	February 1971
1969	March 1970
1968	January 1969

OUTDOOR/OUT OF HOME

An up and down year for media — How outdoor fared in 1983. Jan. p 100.

Outdoor [ad volume] hits the magic figure. (UD) Apr. p 56.

More to outdoor than meets the eye — Outdoor gets more attention than recall scores indicate according to research by Perception Research Services. May p 164.

Outdoor: Trying to hold down prices while labor, paper and land costs rise. FS p 89.

"As they see it" columns on outdoor/out of home by:

Richard Briggs — Women in outdoor: on the inside track — Women are very visible in outdoor particularly in the Naegle complex. May p 96.

Ronald B. Kaatz — On the selling side of outdoor: Part II — Tips on ways outdoor could increase ad volume. Sept. p 105.

Richard Briggs — Let's correct outdoor under-reporting — Expenditures in out-of-home media are being seriously under-reported. Dec. p 90.

RADIO

RAB's new day — "If it works, don't fix it" — Bill Stakelin's job is keeping radio red hot as he succeeds Miles David. Jan. p 60.

An up and down year for media — How radio fared in 1983. Jan. p 99.

Non-wired radio: Whose best deal? Consolidation of radio reps expands non-wired networks. But at the cost of local spot dollars. Feb. p 70.

Who's ready for AM stereo? — The great hope of AM radio is off to a slow start. Mar. p 114.

Contemporary Hit Radio — something for everyone? — Sellers say demos are broad, but advertisers wonder. Apr. p 76.

Psychographic profiles — major radio formats — Profiles of nine major formats. Apr. p 78.

Birds of a feather play together — Two networks have targeted the leisurely wealthy at their favorite spas. July p 44.

No salesman should ever call on a stranger — Radio advertising along with consistent print is formula of Automatic Data Processing, Inc. BtB p 50.

Radio sets its dial to strong sales and more networks — Revenues, particularly local and retail, are up smartly. So are prices. FS p 53.

Home on the range with Dick Orkin — More advertisers are now using radio

than ever. (NM) Nov. p 20.

NBC Radio's new president says 'all is well' — Randy Bongarten's biggest challenge is to convince advertisers that radio is a primary medium. Nov. p 72.

"As they see it" columns on radio by:

Sam Michaelson — Why make spot radio so difficult to buy — Without approximate rate costs, pulling together a media plan is difficult. Jan. p 86.

Kevin Newell — Radio: A perfect medium for black consumer market. Feb. p 100.

Gary Pranzo — Radio as a reach medium — Reach capability is an overlooked quality in radio. May p 102.

Dennis P. McGuire — Intensifying radio formats — It has been increasingly difficult to identify stations by the labels stations affix to themselves. July p 169.

Larry Kelley — Exposure is key to radio frequency — Answer lies in how well impressions are distributed across listening quintiles. Sept. p 90.

Dennis P. McGuire — Merchandising — the finest incentive — The allure might be the convincing factor. Oct. p 118.

Sandy Ehrlich — The evolution of Contemporary Hit Radio — CHR stations are gaining ground at expense of Urban Contemporary Stations. Nov. p 96.

RATES/BUDGETING

Magic formula for ad budgets? Cahners Publishing provides guidelines for figuring out ad budgets. (FU) July p 24.

Danger signals — Kidder Peabody report. (PB) Sept. p 18.

Advertising budget outlook — Schonfeld & Associates study reveals increases for major categories. (FU) Sept. p 34.

Marketers fuel promotion budgets — Sales promotion techniques — coupons, sweepstakes and sampling — are getting more attention from marketers. Sept. p 130.

1985's signal: Still green but some flashes of yellow — 14th Annual Forecast of Media Costs. Average increase 8.9%. FS p 8.

Advertising and inflation in the next four years — Robert Coen, McCann-Erickson, projects media trends for 1985-1988. FS p 21.

Media cost-per-thousand trends — 1975-1984 — Media inflation cools says Ted Bates' Media Information and Analysis Division. Index of costs. FS p 27.

Tv costs expected to rise reflecting strong demand for medium — No letup in demand in 1985. FS p 35.

Costs up but cable still a good buy — Agencies and analysts look at what is precipitating cable cost hikes. FS p 45.

Radio sets its dial to strong sales and more networks — Revenues, particularly local and retail, are up smartly. So are prices. FS p 53.

Consumer magazines ask for 7% rate hike — Conservative increases expected to help maintain healthy ad growth. FS p 59.

Booming business press plans small cost push — Healthy business press means modest increases for advertisers. FS p 73.

Newsprint will up the cost of newspapers by 8% — But SAU's will cut the paperwork. FS p 83.

Outdoor: Trying to hold down prices while labor, paper and land costs rise. FS p 89.

Changes and competition hit Yellow Pages — The AT&T breakup has loosed a flood of specialty books. FS p 95.

Cataloguers face expense explosion — Paper and postage costs are the big hurdles in 1985. FS p 101.

Cost trends (monthly)
Jan. p 111, Feb. p 162, Mar. p 146, Apr. p 146, May p 170, June p 162, July p 194, Aug. p 106, Sept. p 162, Oct. p 188, Nov. p 164, Dec. p 122

RESEARCH

Audit Bureau of More-Than-Circulations? — Newspapers are getting ready to accept syndicated research, and they have two good researchers ready to serve them. (AWSI) Jan. p 70.

Tv is still the audience favorite — What available research tells us about HUT levels, channel switching, audience turnover, etc. (ATSI-Johnston) Jan. p 80.

IMS gets the numbers together — IMS, now owning LNA and Rome Reports, delivers comprehensive data in short order. Feb. p 74.

Magazine audience measurements: Isn't it time for a review and appraise of the syndicated studies. (MED-Papazian) Feb. p 82.

Local meter measurements expanding — Arbitron's commitment. (Q) Mar. p 36.

Acid test for the people meters — Meters that monitor who is watching what on tv. Apr. p 74.

Interpreting the cable tv rating surveys. (MED-Papazian) Apr. p 84.

One step market analysis — How a manufacturer can analyze the customer's market. (ATSI-Brewster) Apr. p 94.

Software breakthrough — Software for media planning finally comes of age — IMS and Telmar. May p 70.

The failure of marketing research — Research services fail to provide us with suitable information to make marketing decisions. (ATSI-Lehmkuhl) May p 88.

More to outdoor than meets the eye —

Perception Research Service applies eye-tracking research to outdoor. May p 164.

Split 30's: Two-thirds as effective as half the price? — Possible, although the research is incomplete. Aug. p 41.

Can geodemographics simplify media planning? — Geodemographics and audience research data provide a microcomputer base for media planning. Aug. p 66.

Computerizing marketing decisions — New service from Control Data combines information from various sources to get at the marketing decision. (FU) Sept. p 34.

Who's ready for Telescan? — New broadcast tv verification service to replace station logs. Oct. p 76.

New tools revolutionize new product testing — Acceptance of Behavior Scan and ERIM speed up roll-out of new products. Nov. p 76.

"As they see it" columns on research by:

Bruce Bulpitt — Phone-a-Loan rings up new business Downunder — How National Westminster Finance (NatWest) got a greater share of the personal loan market. Jan. p 76.

Alexa Smith — Have you OMRed your media lately? — How qualitative research can expand media insight. Feb. p 90.

Larry Kelley — When men do the shopping — A dramatic increase in the role of the male in shopping. Mar. p 92.

Robert Blumer — Good news — bad news — Newspapers are providing significant improvements, making them more competitive. May p 100.

John S. McSherry — Effective frequency revisited — The "three + " factor should be reevaluated. July p 172.

John S. McSherry — Toward better television research estimates — What factors should be taken into account for good estimates. Sept. p 104.

Dawn Sibley — Impact: Breaking through the clutter — A few strategies outlined. Oct. p 108.

John S. McSherry — Television delivery and investments in local markets — Generally network schedules are underdelivered in major markets and over-delivered in smaller markets. Nov. p 84.

TELEVISION

Split 30's rile affiliates and advertisers — Alberto Culver Co. takes CBS to court over split 30's. Jan. p 47.

An up and down year for media — How television fared in 1983. Jan. p 97.

Who responds to pressure groups — The network trend to controversial programming might be stemmed by advertiser pressure groups. (GE) Feb. p 2.

es eye-
p 164.
ctive at
ugh the

media
and au-
crocom-
g. p 66.
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p 34.
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p 97.
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vertiser

Regardless of size barter will bloom — Syndication on upswing; but question is about size. Feb. p 64.

Indies erode tv networks — The largest cause of network erosion is the growth of independent stations and their improved programming. (Q-Rosen) Mar. p 44.

Musical chairs — Affiliate switches are reshaping network strengths. Mar. p 57.

Monitoring the media: nets use of projections — Criticism has been levelled at the way television covers political news. Apr. p 46.

Acid test for people meters — Three syndicated research firms try meters that monitor who is watching what on tv. Apr. p 74.

Admiral's one shot television punch — Appliances with pizzazz get upscale positioning in comeback effort. Apr. p 110.

All's fair on television — The Fairness Doctrine may be on its way off the books. (DC) May p 40.

No letdown in tv upfront buying — Will early bidding exhaust avails for '84-'85 season? May p 59.

Direct marketing's view of television — Richard Thalheimer feels it leaves something to be desired. (Q) May p 110.

DBS — pie in the sky — Outlook for direct broadcast satellite transmission. (NE) June p 26.

Stereo tv takes center stage at NAB — With government's okay of Zenith DBS system other manufacturers are moving in. June p 78.

'84-'85 prime time season takes off —

Clients are paying a hefty increase for being there. July p 27.

Stroh breaks beer baron monopoly — Network tv sports sponsorship is finally available to Stroh after years of legal travail. July p 40.

Television requirement eased by FCC — Easing of rules on news and local programming stems the debate. (DC) Aug. p 32.

Split 30's: Two-thirds at half the price? This appears to be the conclusion of McCollum/Spielman & Co. study. Aug. p 41.

Testing FCC Fairness Doctrine inquiry — Background on the KTTL/FCC inquiry. (DC) Sept. p 24.

Outlook remains bullish for independent tv — More stations and more time with viewers are giving indies their long sought clout with advertisers. Sept. p 62.

The trouble with split 30's — There is a risk if all revert to this buy: A look back in tv time buying. (MED-Maneloveg) Sept. p 78.

Tv costs expected to rise reflecting strong demand for medium — No letup in demand will keep tv prices heady in 1985. FS p 35.

Who's ready for Telescan? — New broadcast verification system is ready to take the place of station logs. Oct. p 76.

U.S. programmers face off for global challenge. Sponsorship programming by multi-national advertisers is one approach. Dec. p 56.

Europe's high tech glamour — The desire for sophisticated media is there but cul-

tural and economic problems stand in the way. Dec. p 62.

"As they see it" columns on television by:

Helen Johnston — Tv is still the audience favorite — What available research tells us about HUT levels, channel switching, audience turnover, etc. Jan. p 80.

Alec Gerster — New programs and profits? Clash! — Audience ratings and short-term profitability clash in the area of new program development and production. Feb. p 104.

Richard Kostyra — Zapping — a modest proposal. Mar. p 94.

Jack Otter — Networks keep word about clutter — On the whole they have done a pretty good job. Apr. p 90.

Doug Seay — What's new with the new season — The new offerings may have new origins but they do not represent a major change in direction. June p 104.

Betsy Frank — And now a word from our . . . ZAP (revisited) — What current research reveals about switching off commercials. July p 162.

Mary Berkenkotter — Is Nielsen moving into market? — An examination of Nielsen and Arbitron metered and diary data. Sept. p 96.

John Gray — Key trends and needs in network tv planning. Oct. p 122.

Jack Irving — Syndicated children's programming: Is new really better? — Old programs are new to a significant portion of the child audience. Nov. p 86.

SUBJECT/PRODUCT INDEX

A
Ad volume estimates — cable-Feb. p 115, total-Feb. p 160 (BB), newspapers-Apr. p 40 (NIM), outdoor-Apr. p 56 (UD), cable-May p 26 (NE), Coen-FS 21, cable-Dec. p 30 (NE)
Adperson of the Year — Jan. p 62
Advertiser-sponsored magazines — May p 64, Nov. p 53
Advertiser-sponsored syndication — June p 70
Advertising and society — see Social values
Advertising to children — see Children
Advertorials — Feb. p 18 (PB), July p 17 (PB), Mar. p 70
Affiliates — Jan. p 47, Mar. p 57
Agency/client conflicts — Oct. p 70, Nov. p 61
Agency compensation — FS p 109
Agency selection — Feb. p 59, Mar. p 62, Apr. p 64
Agency training programs — see Training programs
Air freight — May p 36 (UD)
Airlines — Apr. p 70
Airplanes — BitB p 58
AM stereo — Mar. p 114, Apr. p 56 (UD)
Analgesics — Aug. p 87, Oct. p 40 (UD)
Apparel — SS p 95, Oct. p 38 (UD)
Appliances — Apr. p 110, SS p 109
Annual reports — Dec. p 8 (FU)
Audience loyalty, value of — May p 32 (Q)
Audience measurement (bdcst) — Apr. p 74, 82, June p 38 (UD), Sept. pp 96 (ATSI), 104

(ATSI), Oct. p 49 (NE), Nov. p 84 (ATSI)
Audience measurement (print) — Feb. p 82 (ATSI), Sept. pp 26 (UD), p 80 (ATSI)
Autos — Jan. pp 18 (PB), 36 (FU), Mar. p 68, May p 145, SS p 77, Nov. p 46 (UD)
B
Ban, advert'g — Jan. p 33 (DC), Feb. p 48 (Q)
Bank advertising — see Financial advertising
Barter — Jan. p 97, Feb. p 64, Oct. p 195
Barter syndication — Dec. p 119 (BB)
Beauty aids — Nov. p 25 (FU)
Beer — Mar. p 32 (UD), May pp 33 (UD), 56 (UD), SS 53, July p 40, Aug. p 36 (UD), Sept. p 26 (UD)
Big-ticket items — see High-priced products
Births — Oct. p 54 (HW)
Black market — SS p 103, May p 134 (VuPt), July pp 192 (BB), 198
Bleed charges — Feb. p 96 (ATSI)
Blockbusters — see Insertions, multi-page
Brand loyalty — Sept. p 84 (ATSI)
Buying attitudes — see Consumer attitudes
C
Cabbage Patch Kids — Feb. p 46 (FU), SS 115
Cable, advertisers on — Jan. p 26 (NE), Feb. p 120, Mar. p 76, May pp 78, 102 (ATSI), July p 8 (NE), Oct. p 56, Nov. pp 44 (DM), p 57
Cable, alpha keys — Feb. p 131

Cable, audience measurement — Jan. p 26 (NE), Apr. p 84 (ATSI), Dec. p 32 (NE)
Cable growth — Feb. pp 115, 167 (NE), Mar. p 78, Apr. p 44 (NE), May p 26 (NE), Aug. p 110 (ATSI), FS 46, Dec. p 30 (NE)
Cable, interactive — see Cable, shop at home
Cable, network (list) — Feb. p 116
Cable and other media — Apr. pp 17 (PB), p 32 (HW)
Cable, pay-for-view — Jan. p 52, Apr. p 61, May p 102 (ATSI)
Cable, programming — Feb. p 30 (NE), June p 70
Cable, regulation — Oct. p 24 (DC)
Cable, shop at home — Jan. p 26 (NE), Feb. p 72 (#3) (#1 Nov. '83 p 64, #2 Dec. '83 p 60), Apr. p 61, July p 8 (NE), Oct. p 56
Cable, subscriber research — Dec. p 28 (UD)
Cable, technology — May p 78, July p 8 (NE)
Cameras — July p 32
Cannibalization — SS p 68, Aug. p 92
Celebrities — Sept. p 64
Cellular phones — Dec. p 8 (FU)
Censorship — Jan. p 33 (DC), Feb. p 48 (Q)
Children and tv — May p 33 (UD), Nov. p 86 (ATSI)
Cigarettes — Jan. pp 32 (UD), 62, Feb. p 68, Mar. p 33 (UD), SS 89, July p 34, Aug. p 32 (DC) Dec. p 99
City magazines — Oct. p 62
Class/mass market — Feb. pp 52 (Q), 76, see

also High-priced products
 Client conflict — Oct. p 70, Nov. p 61
 Closed-caption tv — Aug. p 104 (BB)
 Cluster group research — Mar. p 36 (Q), Aug. p 66, Nov. p 80 (ATSI)
 Clutter — Mar. p 92 (ATSI), Oct. p 108 (ATSI), Dec. p 119 (BB), see also Split 30's
 College market — Feb. p 36 (HW), Mar. p 50 (NIM), June p 54 (DM), Dec. p 22 (HW)
 Comeback — Feb. p 68, Apr. pp 110, SS 53, SS 89, BtB 46, June p 42 (UD)
 Compact discs — June p 42 (UD)
 Company-sponsored magazines — May p 64 (list) Nov. p 53
 Computers — Jan. p 103, BtB p 88, May pp 84 (ATSI), 140, Nov. pp 52, 102 (ATSI), 136
 Computer media — June p 30 (NIM)
 Computers, personal — Feb. p 33 (UD), Mar. pp 40 (FU), 72, Apr. p 56 (FU), Oct. pp 157, 176, Dec. p 8 (FU)
 Computer software — BtB p 22, Nov. p 143
 Concentration vs. scatteration — Feb. p 66
 Consumer attitudes — Jan. p 36 (FU), Feb. pp 40 (HW), 44 (FU), 76, Mar. pp 44 (FU), 46 (HW), 92 (ATSI), Apr. p 26 (FU), June p 42 (UD), Sept. p 34 (FU), Dec. pp 8 (FU), 22 (HW)
 Consumer buying — May p 56 (FU)
 Consumer profiles — Mar. pp 36 (Q), 40 (FU)
 Contemporary Hit Radio — Apr. p 76, Nov. p 96 (ATSI)
 Convenience foods — SS p 25
 Convention calendars — May p 138, June p 36, Sept. p 38, Oct. p 8, Nov. p 24
 Cookies — Aug. p 54
 Co-op advertising (dealer) — Dec. p 28 (UD)
 Copyright (VCR & tapes) — Mar. p 24 (DC)
 Corporate advertising — Jan. pp 2 (GE), 56, Feb. p 40 (HW), Mar. pp 33 (UD), 68, BtB 62, Sept. p 8 (NE), Nov. p 41 (HW)
 Cosmetics — Mar. p 129, SS p 59, May p 46 (FU), Oct. p 142, Nov. p 68
 Cough/cold medicines — Aug. p 94
 Couponing — Mar. p 46 (HW), Apr. p 48 (UD), July p 18 (PB), Aug. p 17 (PB), Sept. pp 17 (PB), 130, Oct. pp 42 (FU), 78

D

Demographics — Mar. p 36 (Q), Aug. p 66, Nov. p 80 (ATSI)
 Diamonds — Apr. p 138
 Dictionary — see Glossary
 Diet foods — Sept. p 27 (UD), Oct. p 42 (FU)
 Digestives — Aug. p 97
 Direct broadcasting satellite (DBS) — Feb. p 106 (ATSI), Apr. p 61, June p 28 (NE), Aug. p 51
 Direct marketing — SS p 35, May pp 46 (FU), 48 (HW), 110 (Q), June pp 59, 62 (SSC&B/Vos), 80 (AWSI), 94 (ATSI), FS 101, Oct. p 134, Nov. p 102 (ATSI)
 Direct marketing columns — June p 54, July p 14, Aug. p 8, Sept. p 30, Oct. p 44, Nov. p 44, Dec. p 33
 Direct to home broadcasting — see Direct broadcast satellite
 Do it yourself — June p 40 (HW)
 Doctors, advertising by — June p 64

E

Economic expectations — Mar. p 44 (FU), Apr. p 32 (HW), FS 12
 "800" number — Feb. p 102 (ATSI)
 Eyeglasses — Aug. p 28 (FU)
 Electronic mail — Sept. p 30 (DM), Oct. p 134
 Electronic media — Dec. p 62
 Electronic publishing — Feb. 72 (#3) (#1 Nov. '83 p 64, #2 Dec. '83 p 60), Apr. p 59, Oct. p 56
 Engineering services — BtB p 84

Entertainment — SS p 71
 Ethnic marketing — May p 134 (VuPt)
 Exclusivity — SS p 56, July p 40
 Executive demand — May 56 (FU), June p 50 (FU)

F

FTC — Jan. p 33 (DC)
 Fairness Doctrine — May p 40 (DC), Sept. p 24 (DC)
 Farm market — Nov. p 48 (UD)
 Fast food — June p 66
 FCC — Aug. p 32 (DC), Sept. p 24 (DC)
 Financial advertising — BtB p 50, Sept. p 133
 Fitness market — Feb. p 32 (UD), Mar. p 60
 Flexform ads — Feb. p 112
 Foods — May p 74, SS p 25
 Free circulation newspapers — May p 94 (ATSI)
 Frequency — July p 172 (ATSI), Sept. p 90 (ATSI), Nov. p 22 (NM)
 Frozen food — Apr. p 48 (UD)

G

Games — see Toys; Videogames
 Generic cigarettes — July p 34
 Geodemography — Mar. p 36 (Q), Aug. p 66
 Glenn, Norman — Jan. p 21 (NM)
 Global marketing — see International advertising
 Glossary — May p 48 (HW), Oct. p 92 (Videotext)
 Gold — Apr. p 139
 Government, selling to — BtB p 58

H

Hair care products — July pp 38, 198
 Health claims — Sept. p 27 (UD)
 Health care market — June p 64
 Hispanic marketing — May p 134 (VuPt)
 Hidden product — BtB p 80
 High-priced product — Jan. p 36 (FU), May p 46 (FU), see also Upscale marketing
 Home entertainment — SS p 41
 Home video — see Video cassette recorder

I

IBIT (Issue By Issue Tally) — Jan. p 18 (PB), Feb. p 96 (ATSI), Apr. p 17 (PB), Dec. p 17 (PB)
 Image advertising/building — see Corporate advertising
 Image, employee — June p 52 (FU)
 Imagery — May p 32 (Q)
 Independent tv stations — Mar. p 44 (Q), Apr. p 44 (NE), Aug. p 103 (BB), Sept. p 62
 Information processing — BtB p 22
 Infomercials — see Long-form commercials
 Insertions, multi-page — Feb. p 62
 Integrated 30's — see Split 30's
 Interactive cable — see Cable, shop at home
 Interconnects — May p 78
 International marketing — Dec. pp 43, 70, 74
 Introducing new products — see New product introductions
 Issues advertising — Mar. p 33 (UD), see also Corporate advertising

J

Jeans — Aug. p 58
 Judgement buying — Feb. p 108 (ATSI)

L

Length of commercial — see Split 30's; Long-form commercials
 Licensing — Sept. p 72, Dec. p 28 (UD)
 Liquor — Jan. p 33 (DC), Mar. pp 32 (UD), 84 (ATSI), May p 33 (UD), SS p 101, Nov. p 46 (UD), Dec. p 33 (DM)
 Local co-op advertising — see Co-op

advertising (dealer)
 Local/national rates — May p 100 (ATSI)
 Localizing media — May p 176
 Logs, stations — Oct. p 76
 Long-form commercials — Jan. p 26 (NE), Feb. p 112, May p 26 (NE), Aug. p 34 (NE)
 Lubricants/sealants — BtB p 46

M

Magazines, single sponsor — May p 64, Nov. p 53
 Mail order — see Direct marketing
 Marriage mail™ — Mar. p 17 (PB), May p 82 (AWSI), June p 18 (PB), Oct. p 54 (HW), Dec. p 17 (PB)
 Mass marketing — Feb. p 76
 Maturity market — June p 48 (Q), see also Senior citizens
 MDS (Multi-point distribution) — Aug. p 51
 Media checking services — Jan. p 20 (NM), Feb. p 75
 Media mix — Jan. p 72 (MED), Sept. p 76 (AWSI)
 Media Person of the Year — see Adperson
 Media selling — Mar. p 76, Apr. p 72, Aug. p 66, Sept. p 105 (ATSI)
 Medicines — BtB p 32
 Men, as shoppers — Mar. p 92 (ATSI)
 Merchandising — Oct. p 118 (ATSI)
 Meters, people — see People meters
 Microchips — BtB p 108
 Micro computers — Aug. p 28 (FU)
 Middle class — Feb. p 52 (Q)
 Monitoring — Feb. p 26 (DC), Oct. p 76
 Motion pictures — Jan. p 64, SS p 71, Aug. p 44
 Motorcycles — June p 42 (UD)
 Multi-page insertions — see Insertions, multi-page
 Music — Apr. p 76, Nov. p 96 (ATSI)
 Music tv — Jan. p 32 (UD)

N

Narrowcasting — Jan. p 74 (ATSI), Apr. p 143 (BB)
 National/local rates — Sept. p 17 (PB)
 New product introductions — Jan. p 32 (UD), Feb. p 68, Mar. pp 74, 98 (DFS Data), Apr. p 68, Sept. p 72, Nov. p 76
 New crawls — Mar. p 50 (NIM)
 Newspaper ad size — see Standard Advertising Units
 Newspaper Preservation Act — Feb. p 80 (AWSI)
 Newsstand sales — Apr. p 40 (NIM)
 Network clearances — Jan. p 47

O

Office automation — Jan. p 103, May p 36 (UD), BtB p 74
 Office copiers — BtB p 102
 Old-age market — see Senior citizens
 Olympics — Sept. p 160 (BB)
 One order/one bill — Jan. p 17 (PB), June p 160 (BB)
 Orange juice — Apr. p 68
 Over 50 market — see Senior citizens

P

Page exposure — Sept. p 17 (PB)
 Parking meters — Oct. p 40 (UD)
 Pay-for-view cable — see Cable, pay for view
 Pens, writing — May p 33 (UD)
 Piggyback — see Split 30's
 People meters — Apr. pp 74, 82 (AWSI), June p 38 (UD), Sept. p 96 (ATSI)
 Personal computers — see Computers, personal
 Phone companies, private — Nov. p 25 (FU)
 Political advertising — Feb. p 30 (NE), May pp

26 (NE), 30 (NE), June p 33 (DC), July p 30, Sept. pp 32 (HW), 76 (AWSI), Oct. pp 17 (PB), 114 (ATSI), Nov. p 17 (PB)

Political news — Apr. p 46 (DC)

Population statistics — Feb. p 36 (HW), Mar. p 36 (Q), Aug. p 28 (FU)

Predictions — Apr. p 59, Nov. p 161 (BB), FS p 12, 21 (Coen), 46

Pressure groups — Feb. p 2 (GE)

Pressure switches — BtB p 80

Print vs. tv — June p 46 (HW)

PRIZM — Feb. p 142, Mar. p 40 (FU), Aug. p 66

Prohibitionists — Feb. p 48 (Q)

Production costs — Feb. p 48 (Q)

Product protection — Sept. p 18 (PB)

Professionals — Nov. p 41 (HW)

Programming, barter — Feb. p 64

Programing costs — Feb. p 104 (ATSI)

Public Television — Jan. pp 2 (GE), 110 (UD), Nov. p 161 (BB), Dec. p 6 (DC)

Purchase influence — Mar. p 92 (ATSI), June p 17 (PB)

Radio formats — Apr. p 78

Railroads, advertising of — BtB pp 68, SS 47

Rate cutting (magazines) — Feb. p 94 (ATSI), FS 70

Rate differential — Feb. p 92 (ATSI)

Reach and frequency — May p 102 (ATSI), Sept. p 105 (ATSI)

Readership studies (magazines and newspapers) — May p 17 (PB), June p 17 (PB); see also Audience measurement

Regional marketing — Mar. p 40 (FU)

Regional media — Feb. p 96 (ATSI), May p 176 (VuPi), Oct. p 62

Regulation of advertising — Jan. p 33 (DC)

Repetition — July p 18 (PB)

Representatives, media — Radio Feb. p 70, July p 171 (ATSI), Newspapers Dec. p 91 (ATSI)

Research, volume bought — Nov. p 25 (FU)

Restaurant supplies — BtB p 96

Sandra Rifkin (announcement) — May p 2

Roadblocking — Feb. p 66, Mar. p 78 (cable)

S

SAU — see Standard Advertising Units

SMRB — Jan. p 70 (AWSI), May p 17 (PB)

Sales promotion budgets — Sept. p 130

Sampling — Jan. p 17 (PB), Sept. p 130

Scarborough — Jan. p 70 (AWSI), Feb. p 94 (ATSI)

Scoreboards — see Sports, scoreboards

Scorecard — Cable Feb. p 126

Segmenting — Mar. p 88 (ATSI), May pp 134, 66

Senior citizens — June p 48 (Q), Sept. p 32 (HW)

Shared mail — see Marriage mail™

Shared 30's — see Split 30's

Shaving products — Aug. p 36 (UD)

Shopping habits — see Consumer attitudes, Purchase influence

Short-form programing — Jan. p 99, Nov. p 30 (NE)

Simulation — Sept. p 80 (ATSI)

Smart Box — July p 8 (NE)

Social values — Feb. p 48 (Q)

Soft drinks — Feb. p 135, Apr. p 62, SS p 65, July p 22 (UD)

Software — BtB p 22, Nov. p 143

Special issues — Dec. p 17 (PB)

Special sections — see Advertorials

Split 30's — Jan. p 47, Feb. p 159 (BB), Apr. p 36 (Q), 144 (BB), Aug. p 41, Sept. p 78 (ATSI), Dec. p 120 (BB)

Spokespersons — Sept. p 64

Sporting goods — Feb. p 32 (UD)

Sports — Mar. p 60, Apr. pp 44 (NE), 72,

June p 38 (UD), July p 22 (UD), Aug. p 103 (BB), Sept. p 26 (UD)

Sports, scoreboards — June p 18 (PB)

Sportnet — June p 159 (BB)

Standard Advertising Units — Jan. p 50, Feb. p 94 (ATSI), May p 100 (ATSI), July pp 18 (PB), 206, Oct. p 17 (PB)

Stereo tv sets — June p 76, Nov. p 46 (UD)

Suburban newspapers — Mar. p 86 (ATSI)

Super Sunday — Feb. p 66

Supreme Court — Mar. p 24 (DC), Nov. p 40 (DC)

Swan, Carroll J., (Obit), Mar. p 2

Sweetners, artificial — Oct. p 67

Syndication — FS p 35

Syndication, ad supported — Feb. p 64

T

Teen marketing — July p 42, Oct. p 38 (UD)

Telecommunications — BtB p 38

Teletext/Videotex — #3 Feb. p 72, (#1 Nov. '83 p 64, #2 Dec. '83 p 60), Mar. 102 (ATSI), Apr. p 116

Testimonials — Sept. p 64

Testing, product — Nov. p 76

Toys — Feb. pp 46 (FU), 170 (UD), SS p 115

Training programs — Mar. p 66

Travellers — Feb. p 33 (UD)

Tv sets, stereo — June p 76, Nov. p 46 (UD)

U

Umbrella copy — Feb. p 62

Un-wired networks — Feb. p 70

Up-front buying — Apr. p 143 (BB), May p 59, FS p 35

Upscale marketing — Jan. p 32 (UD), Sept. p 68, see also High-priced products

Utility advertising — Jan. p 56

USA Today — June pp 72, 96 (ATSI), Aug. p 17 (PB), Sept. pp 28 (NIM), 146, Nov. p 17 (PB)

V

VALS — Feb. p 142, Mar. p 40 (FU)

Video cassette recorders — Mar. p 74, Apr. p 61, Sept. p 48, Dec. p 22 (HW)

Videogames — Apr. p 61

Video jukebox — Nov. p 30 (NE)

Video music — see Music, tv

Videodisc player — May p 56 (UD)

Videotapes — Oct. p 38 (UD)

Videotext — #3 Feb. p 72, (#1 Nov. '83 p 64, #2 Dec. '83 p 60), Apr. pp 30 (MB), 48 (UD), 52 (UD), 61, 116, Oct. pp 48 (NE), 56, Dec. p 30 (NE)

Violence — Apr. p 44 (NE)

Vitamins — Apr. p 52 (UD), Aug. p 95

W

Water, bottled — Feb. pp 32 (UD), 46 (FU)

Wine — Jan. p 32 (UD), Mar. p 33 (UD), SS p 85, Sept. p 54

Women, advertising to — Jan. p 18 (PB)

Women, attitudes — Feb. p 40 (HW)

Women, working — May p 49 (HW), Nov. p 162 (BB)

Work-at-home trend — Jan. p 36 (FU)

Wrestling — Oct. p 106 (ATSI)

Year-end review — Agencies-Jan. p 91; Media-Jan. p 97

Y

Yellow Pages — FS p 95

Z

Zapping — Feb. p 26 (DC), Mar. p 96 (ATSI), Apr. p 118, July p 162 (ATSI), Oct. p 124 (ATSI)

JACK McQUEEN: from page 92

through large space ads in top business publications (*Forbes*, *Business Week*, etc.); ran major market day-of tune-in spots; and sent weekly mail-grams to lists of key publications and corporate execs to announce the profiled CEO.

Currently, half a dozen FCB clients are entering cable with new series planned for early 1985 debuts. For those clients, Telecom is exploring relationships with CBN, ESPN, USA, and Lifetime. In addition to *Star Track*, a gossip entertainment show which Clorox will sponsor on USA to replace *Seeing Stars*, six series have been maturing in Telecom's incubators. (It takes about one year from concept development to show airing, by Telecom reckoning.) One series, a soap opera with a 'heartland,' family-oriented flavor, will attempt to break what McQueen terms the "Hustler Magazine mentality of broadcast soaps, the sleaze factor which disturbs advertisers, particularly when product identification is involved."

Another client-sponsored show à la *Pinnacle* will profile entrepreneurs. Also in the works, *American Snapshots*, close-ups of interesting Americans from all geographic areas; *Science Scope*, focusing on universities' activities in the sciences; *Vantage Point*, a series revealing how tough corporate decisions are made; and a travelogue featuring U.S. destinations.

"What concerns me is hearing any blasé attitude toward client sponsorship on cable," says McQueen. "We're only at the adolescent stage in cable program development and it will take consistency and careful thought to bring us to the next stage of client involvement. There are still mountains to climb," he maintains.

The challenge is to create a cable product at perhaps 10% of a broadcast network budget whose production values make that show indistinguishable from broadcast's in the viewer's eyes. And, most critical from the client perspective, the show must convey the ad message in a compatible, non-intrusive manner. "It ain't easy," concedes McQueen, "but we feel we're just beginning to get it right."

Judith Reitman